FUR STORAGE—Remodeling and Repairing—Phone 6900 Greeley

Franklin Simon & Co.

A Store of Individual Shops

Fifth Avenue, 37th and 38th Streets

A NEW FASHION

GINGHAM DRESSES for MISSES

Youthful and Exclusive Styles-14 to 20 Years

They are made of the finest ginghams, many woven abroad; in checks, plaids and stripes of varying widths and in vivid or pastel colors. Many are combined with plain colored chambray to set off the richness of the gingham, or with crisp looking collars and vestees of white organdic.

9.75 to 29.50

GRADUATION and CLASS DAY DRESSES

For Misses, 14 to 20 Years

Of Georgette crepe, taffeta silk, satin, crepe de chine, net, lace, organdie

or voile; embroidered, beaded or ribbon trimmed; a number of models made in our workrooms and trimmed with real Filet lace.

18.50 to 98.50

GIRLS' CONFIRMATION DRESSES

Sizes 8 to 16 Years

Of silk chiffon, crepe de chine, taffeta silk, net or cotton voile; hand embroidered,

lace, ribbon or flower trimmed, many with wide sashes. 9.75 to 39.50

OUR DIRECT IMPORTATION OF FINE DIAMONDS SAVES CUSTOMERS MONEY

It would be a wasic of time and ink to hold out hopes f lower prices for Diamonds. Where they are now is the right price here, and how much higher they will go no man can tell. Although the mines are closed and the cutting industry in consequence is almost at a standstill, the call in this country for fine Diamonds is as loud as if peo-ple expected them to be as plentiful as ever. We sell

SOLITAIRE DIAMOND **ENGAGEMENT RINGS**



at the lowest prices possible in view of market conditions. Our direct importation of fine Diamonds in quantities, our custom of mounting all Diamonds in our own factory on the premises, and the location of our store where rents are low enable us to save money for Diamond buyers.



For example, this ring, of which we give two views, wrought of platinum, by hand in our own factory, is set with fine diamond in the centre and the shank is paved with 14 diamonds, and the price is only \$175,00. Others in the same class from this price upwards.

If you have jewelry in bygone styles which you want nodelled, we can show you how it could be done so as o give much pleasure at small cost.

Diamonds remounted so as to conform to new fashions or to meet new requirements. No order for repairing or remounting is too large for our factory. None is too small for our best care and closest attention. Charges never

SAFETY FIRST IN WATCHES

In the first place, we buy Watches of makers who guarantee their output. Then our own watchmakers look for flaws in every watch that comes in, and only when they find none will we offer the watch for sale. Surely,



prin-First is upheld double

If anything is wrong with your watch bring it to us for expert repairing at rea-sonable cost. We repair watches and jewelry in a well equipped factory on our own premises. Give us time to adjust and regulate your watch that it may serve you faithfully in future.

Do not keep the chatelaine watch idle in a jewel-box. It may be a good timekeeper and you may have good reason to treasure it. Let us convert it into a bracelet watch of any style that pleases you, at moderate charge.

The Midget "Radiolite" ranks high among handsome and reliable wrist watches at low prices; only \$4.00.

BRIDE'S BEST GIFT

There is no solder in Lambert Solid Gold Wedding Rings. All are scam18 karat, \$4.00 up less and guaranteed to be 18-karat, \$6.75 up 18-karat, \$5.25 up to style and shape, we are

prepared to satisfy any taste. No charge for en-14-karat, \$4.40 up graving. Take time in 14-karat, \$6.60 up 18-karat, \$5.50 up choosing and ask as many 18-karat, \$8.10 up 22-karat, \$7.00 up questions as you please. 22-karat, 10.50 up

Speaking of Weddings, the bride's friends may find Lamberts presents of Diamond, Platinum and Solid Gold Jewelry in all forms of beauty, at moderate prices.

LAMBERT BROTHERS

Diamonds—Jewelry—Watches Third Ave., Cor. 58th Street

Store Open Daily Until 6, Saturday Night Until 9.

Eat Your Fill of Good Bread

T costs little-it is nourishing and it is palatable. No other food can well take its place and certainly your ten cents buys the best food value on the market today when it buys good bread. The ten cent loaf of

WARD'S BREAD

(Tip-Top or Dainty-Maid)

is good bread-pure and clean, well tasted and very nutritious. But beyond that, it is sound economy to buy it because there is practically no waste and in comparison with other foods it "goes" farther.

The ten cent loaf of TIP-TOP or DAINTY-MAID bread keeps fresh longer than the small loaf. It is much more satisfactory in eating qualities—it alices, butters and toasts better and in every way is ideal for family service. If you start buying it today you will prove the truth of this and help solve your food problem.

RAILWAYS WRECKED be traced only to betrayal within and not to compulsion without. Neither privalry nor rate level nor regulation, nor all combined, can be found on the record to have contributed in any appreciable degree to the disaster. "Nothing disclosed in the record than the readiness of great banking institutions in our financial centres to loan enormous sums of money upon exceedingly precarious security in aid.

Report on Pere Marquette and in the wrecking of these railroads. C., H. & D. Blames Officials and Bankers.

Hamilton & Dayton Railway is at- violations of their trusts for the tributed, in a long report made public benefit of the promoters and at their to-day by the Interstate Commerce domand.

exceedingly precarious security in aid of such schemes as have been devised BERNHARDT STILL IMPROVES

"Not only this but the high officers WASHINGTON. April 20.—The and dummies for the promoters. The financial downfall of the Pere Marquette Railroad and the Cincinnati, to have had little compunction about the was operated upon four days ago.

THE RESERVE THE PROPERTY OF TH

"Mme. Bernhardt's condition to-day of such institutions while acting os-tensibly as directors of railroads have in fact been little more than tools and dummies for the promoters. The

"NEWSIES" ARE PATRIOTS.

The annual dinner for newsboy Commission, primarily to "breach of "The exploitation in 1903, 1904 and lodgers of the Brace Memorial Newstrust by corporate officials, often for personal gain."

"That downfall, with its deplorable consequences," the report reads, "can lation of the Issue of railroad securi- as a fitting windup to "Wake Up" the lighter Be sure to double struction. Whatever control or regal astically applauded patriotic addresses as fitting windup to "Wake Up" tec.—Advt.

Them With the Othine Prescription

This prescription for the removal of freckles was written by a prominent physician and is usually so successful in removing freckles and giving a clear, beautiful complexion that it is sold by any druggist under guarantee to refund the money if it falls.

any druggest under guarancee to refund the money if it fails.

Don't hide your freekles under a veil, get an ounce of othine and remove them. Even the first few applications should show a wonderful improvement, some of the lighter freckles vanishing entirely. Be sure to ask the druggist for the double strength othine; it is this that is sold on the money-back guaran-

Boys' Suits Cut on snappy youthful lines and filled with

ous in ours. For Boys from 7 to 18 years

Something Important

About Boys'

Knickerbockers

The first essential in knickerbockers is that

there shall be plenty of them! Fullness is a

virtue - scantiness is a crime. Yet most

Knickerbockers are not full enough. They

are full only when worn above the knee.

They pull and soon wear out if worn over

the knee. And either way they look unat-

tractive. Franklin Simon & Co. have changed

all that. Our Boys' Knickerbockers are about

one inch fuller than the average, in all sizes.

They are perfect Knickerbockers. And that

is only one of a score of things we have done

to make Franklin Simon Clothes for Boys

better than can be purchased in other shops.

those little tell-tale touches of style which are

absent in most youthful models, but conspicu-

Boys' Norfolk Suits . 8.75 to 24.50 Boys' Topcoats . 9.75 to 24.50 Boys' Riding Suits . .

For Boys from 3 to 10 years Boys' Reefers . . 8.75 to 15.75

Junior Norfolk Suits . 7.50 to 13.75 Boys' Wash Suits . 1.95 to 7.50 Eton Suits, Raincoats

(Every wool Suit has Two Pairs of Trousers)

Boys' Shoes

Shoes with patented tips and with indestructible soles, shoes on the Munson last, approved by the Army and Navy; and also Boys Scout Shoes, day shoes, dress shoes, dancing shoes; in black, tan, and mahogany; sturdily made and reasonably priced.

Sizes 1 to 6 3.00 to 5.00 Sizes 10 to 13 3.00 to 4.50

Boy's Apparel Shop-5th Floor

Franklin Simon & Co.

FIFTH AVENUE AT 38th STREET

Misses' Wool Jersey Suits

Six new models, of light or medium weight wool Jersey, in the leading colors, including Oxford and heather mixtures, suitable for town or 29.50 country wear. 14 to 20 years.

Misses' Navy Serge Suits

Copy of Jenny model, large over-collar and vestee of white serge, braid bound. Large buckle in front of coat, trimmings of buttons and braid bound 36.00

Girls' New Model Coats

Of navy serge, black and white worsted or velour checks, also novelty checks, in full box or belted models, with over-collar of pique or pongee silk. 6 to 16 years.

Army and Navy Capes

For Juniors and Girls, 6 to 17 years.

Of superior quality navy blue storm serge or cheviot. They are military in appearance, with artillery red wool lining. Convertible collar fastens 12.75 with military buttons.

Misses' Coat-Front Capes

Three distinct models, in navy blue or black serge, with satin or serge coat fronts, plain tailored, button or braid trimmed, some with sash belt fronts, silk lined. 14 to 20 years. 29.50

Misses' New Model Coats

Of bolivia cloth, wool velour, burella or serge, in light or dark shades, also velour checks. Belted or semifitted models with cape, Quaker or shawl 29.50 collars, silk lined. 14 to 20 years.

Girls' White Net Dresses

Of fine net, in ruffled, tucked, lace or ribbon trimmed models, with round or V necks, and fichus or frilled collars; ruffled or tunic skirts, silk sashes. 9.75 6 to 16 years.

Girls' Taffeta Silk Dresses

12 to 16 years.

Taffeta silk, in copen, rose, navy or green; draped bodice with white Georgette collar and cuffs, hemstitched in color; shirred skirt with new

At Reduced Prices—SATURDAY

Misses' Silk Afternoon Dresses

Of Georgette crepe, taffeta silk, crepe meteor, crepe de chine and novelty silks. 14 to 20 years. Herctofore \$24.50 to \$39.50 18.50

Misses' Tailored Suits

Of serge, Poiret twill, gabardine, checks or Oxford suitings, plain tailored, dressy or braid bound models, with belted. Empire or semi-fitted coats Heretofore \$39.50 to \$49.50 29.50 and new model skirts. 14 to 20 years.



Franklin Simon & Co.

A Store of Individual Shops Fifth Avenue, 37th and 38th Streets

New Spring Footwear

For Misses and Girls

Girls' Laced Shoes

School shoes of durable tan calfskin, made on broad orthopedic lasts. An ideal shoe for general wear. Sizes 11 to 2. Widths B to E.

Girls' Oxford Ties

Made of highest quality tan, dull black or patent leather. Blucher laced. Made on correct lasts, welted soles and heels. Sizes 11 to 2. Widths B to E.

Misses' Military Boots

Of highest quality tan or black Russia calf, laced. Ideal for walking and general wear. The soles are durable and welted, with low military heels. 6.00 Sizes 21/2 to 71/2. Widths AA to E. 6.00

Misses' and Girls' Shoe Shop-Third Floor

A seven-time World Want works all week. Order one to-day and prosper.